CANADIAN MOVING PICTURE DIGEST

Vol. 19, No. 51 | TORONTO 2, CANADA | April 21st, 1928

BEFORE AFTER

TALK ABOUT YOUR SPRING TONICS—

THE METRO-GOLDWYN-MAYER LION
THE GREATEST STAR ON THE SCREEN

Whoopee! look what M-G-M's got for you!

Dane-Arthur

DANE-ARTHUR *in* **CIRCUS ROOKIES**
They are marvelous. A great comedy. It puts joy in life and money in the bank!

Ramon Novarro

RAMON NOVARRO *in* **ACROSS TO SINGAPORE**
Just previewed in M-G-M projection room. It will be the season's smash hit!

Lon Chaney

LON CHANEY *in* **LAUGH, CLOWN, LAUGH**
The news begins to seep through from Hollywood that it's one of the year's biggest!

Norma Shearer

NORMA SHEARER *in* **THE ACTRESS**
This comedy-romance will be one of your sure-fire money-winners. Watch!

Joan Crawford

JOAN CRAWFORD *in* **DIAMOND HANDCUFFS**
As thrilling a drama as you've put on your screen in many a day.

John Gilbert

JOHN GILBERT *in* **THE COSSACKS**
A Great Special in every sense of the word. Lucky M-G-M showmen!

Syd Chaplin

SYD CHAPLIN *in* **SKIRTS**
His public waits for it. And they'll love every laugh-packed minute!

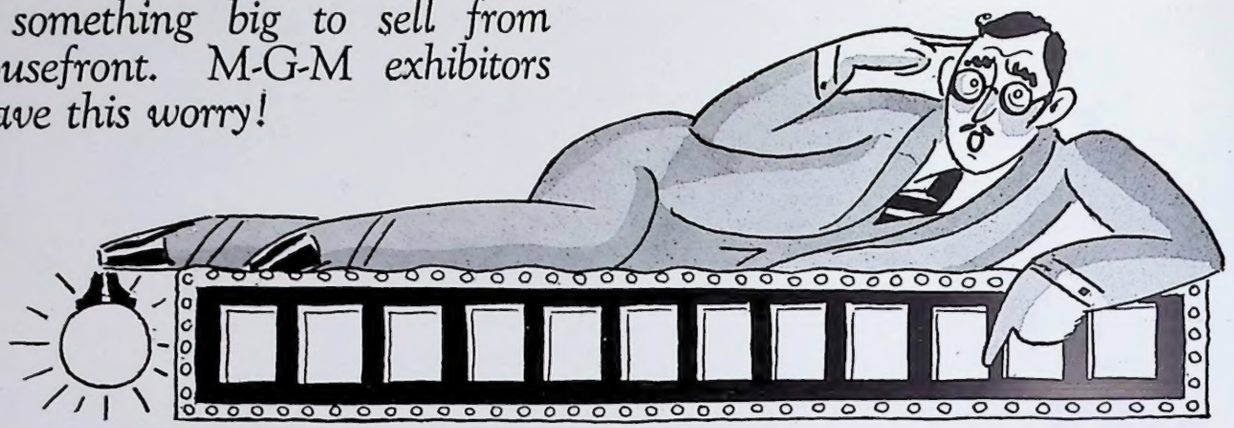
Dane-Arthur

DANE-ARTHUR *in* **DETECTIVES**
The funniest idea that any studio ever devised. Another hit for these boys!

AND MORE METRO-GOLDWYN-MAYER HITS TO COME!

PUBLISHED BY
CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED
259 SPADINA AVENUE, TORONTO 2

It's a handicap to your business if you haven't something big to sell from your housefront. M-G-M exhibitors never have this worry!



WHAT IS HE GOING TO PUT UP IN ELECTRIC LIGHTS?

JOHN GILBERT

NORMA SHEARER

WILLIAM HAINES

RAMON NOVARRO

DANE-ARTHUR

CODY-PRINGLE

Metro-Goldwyn-Mayer is the only one that can assure exhibitors a star name of proven value every week in the year!

THE reason
M-G-M pictures bring
CONSISTENT business
ALWAYS
IS because in addition to
GREAT pictures
YOU get a
BIG star name
REGULARLY each week.
YOU can't duplicate
THAT advantage
ANYWHERE!

METRO-GOLDWYN-MAYER

The Top of the Industry

MARION DAVIES

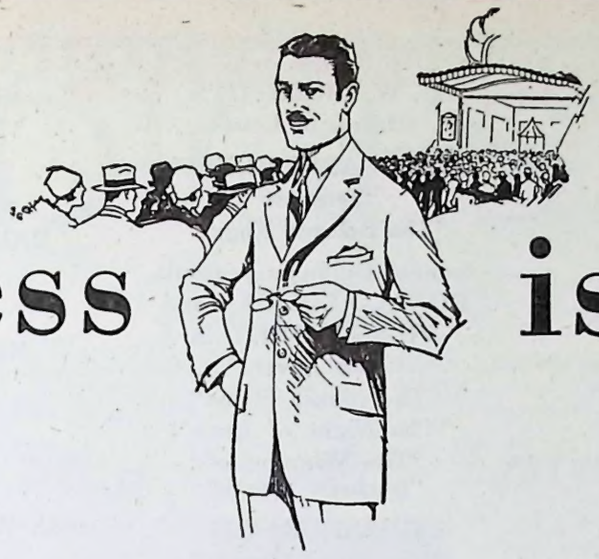
LON CHANEY

GRETA GARBO

SYD CHAPLIN

TIM McCOY

JACKIE COOGAN



business is great!

"LEGION OF THE CONDEMNED"

Business is great! First week long run Rialto, N.Y.—second highest gross of year, topped only by Emil Jannings in "Last Command." Held over in Minneapolis. First picture to ever play full week, Belleville, Ont. S.R.O. Ambassador, St. Louis; St. Paul—*everywhere!* -:- -:-

CLARA BOW in "RED HAIR"

Business is great! S.R.O., Paramount, N.Y. Biggest gross in months, Capitol, St. Paul. Sensational business Minneapolis, Des Moines—*everywhere.* -:- -:- -:- -:- -:-

EMIL JANNINGS in "THE LAST COMMAND"

Business is great! First week at long run Rialto, N Y., breaks house record. Eight weeks tremendous business. Bigger than "Way of All Flesh," itself a topnotcher. -:- -:- -:- -:- -:- -:-

business is great — *if you're playing* PARAMOUNT!

THE WHOLE SHOW FROM MOTION PICTURE HEADQUARTERS

MARY PICKFORD in
"My Best Girl"
"Sparrows"

NORMA TALMADGE in
"The Dove"

GLORIA SWANSON in
"Sadie Thompson"
"The Love of Sunya"

CORINNE GRIFFITH in
"The Garden of Eden"

CHARLIE CHAPLIN in
"The Circus"
"The Gold Rush"

DOUGLAS FAIRBANKS in
"The Gaucho"
"The Black Pirate"

D. W. GRIFFITH'S
"Drums of Love"

JOHN BARRYMORE in
"Tempest"
"The Beloved Rogue"

Samuel Goldwyn presents
RONALD COLMAN and
VILMA BANKY in
"Two Lovers"
"The Magic Flame"
"The Night of Love"
"The Winning of
"Barbara Worth"

GILDA GRAY in
"The Devil Dancer"

HENRY KING'S
"Stella Dallas"

BUSTER KEATON in
"Steamboat Bill Jr."
"College"
"The General"

DOLORES DEL RIO in
"Ramona"
"Resurrection"

HERBERT BRENON'S
"Sorrell & Son"

"TWO
ARABIAN
KNIGHTS"
with William Boyd, Mary Astor
Louis Wolheim

DUNCAN SISTERS in
"Topsy and Eva"

Give Your Patrons What They Want

and watch the money flow in

Satisfiied customers mean bigger box-office receipts.

Here are the greatest pictures of the screen's foremost stars and producers--pictures your patrons know about--pictures that will bring them in and make them come back for more. PICTURES YOUR PATRONS WANT!

Every theatre man, in small towns and large, must use the best pictures he can get, if he wants Profits.

And even though these are the screen's outstanding attractions--*the prices* make it possible for every theatre, small and large, to show them.

The Best Is Always The Best--Book Now!

United Artists Pictures

Business Builders for Bigger Box-Offices

UNITED ARTISTS CORPORATION

Hermant Bldg.,
21 Wilton Sq.,
Toronto, Canada.

12 Mayor St.,
Montreal, Que.,
Canada.

Traders Bldg.,
Calgary, Alta.,
Canada.

162 Union St.,
St. John, N.B.,
Canada.

Film Exchange Bldg.,
Vancouver, B.C.,
Canada.

403 Film Exchange Bldg.,
Winnipeg, Man.,
Canada.

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Stop - Look - Listen

WE MEET such a sign at all level crossings, placed there to protect the public from danger.

The Industry of Motion Pictures as it effects the British Empire, should "stop, look, listen," it stands before a level crossing, the establishment of a British Film Industry "on the level," but across that track has been placed anti-American Film propaganda; and it behooves those who placed it there to consider its danger to the Film Industry, and remove it, as this Industry crosses the tracks to its achievement.

RAY LEWIS

Anti-American Film Propaganda in Canada must stop. What is done in other parts of the British Empire does not directly concern Canada as it relates itself to this propaganda, but since Canada and the United States have only an imaginary boundary line dividing their respective territories, it is not conducive to friendly relationships for the Canadian press to keep deploring the effect of American ideals upon Canadians.

Living next door to the United States has inspired Canada to develop her natural and industrial resources, to keep up with the "American Jones'" as it were; and it has turned the attention of the Mother Country towards Canada, helping England to realize the importance, the possibilities of this Canadian British Commonwealth, which shares with the United States, the continent of America.

I see Canada progressing physically, mentally, spiritually; and the Industry of Motion Pictures which has been inspired and built up in Canada, first through Uncle Sam's American dollars; and later through an affiliation of U. S. and Canadian Interests, playing a noticeable part in the development of our country.

If U. S. capital and interests had not been sufficiently enterprising to open Exchanges in Canada, Canadians would not have been sufficiently inspired to invest their money in the erection of Canadian Picture Theatres; and in the production of Government Motion Pictures, the manufacturing and production of other film accessories; and in the establishment of a British and Canadian Film Industry.

Across Canada come rumours and confirmation of these rumours of legislation effecting our Industry.

Wherever and whenever undesirable legislation is forced upon the Canadian Picture Industry; and further drastic reforms proposed, those who are instrumental in inciting support to popularize their proposed legislation use sentences and paragraphs gleaned from the anti-American Film Propaganda to get public attention.

There is a similarity of expression, "American Films dominating our screens," "demoralizing our British Youth with American Ideals" and similar "bunk" which a gullible public swallows since these pills are so patriotically sugar-coated.

It may be that those who were sincerely desirous of establishing a British Film Industry found that they were faced by an insurmountable wall, American Film Enterprise and American Motion Pictures circling the world, but whose fault is this? Surely we cannot blame our U. S. Cousins for being enterprising?

It may be that our British Film advocators found that Anti-American Film propaganda was the only cannon or gun which could penetrate this wall, making a breach sufficiently wide for our British Films to march through; and having once landed they would defend the position which they had obtained.

Such British strategy would be strategic, clever, diplomatic, and show marked signs of generalship, if there was no back kick to the explosive, but as far as Canada is concerned the anti-American Film Propaganda is the kind of a gun which has a back kick like a mule, it is

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What Constitutes Patriotism?

A loyalty to the principles which have built up an Empire, or a Nation.

A willingness to serve for the perpetuation or enlargement of these principles.

A willingness to help avert danger to an Empire, or a Nation, or to remove that danger when it appears.

An ability to forget personal advantages in the greatest good to the greatest number.

An ability to be able to see one's own lack of vision, or a lack of vision as it relates itself to the governing forces of an Empire or a Nation.

A desire for the establishment of international friendships and international Trade and Commerce.

A willingness to see another nation's point of view; and a willingness to consider and debate that point of view without malice; and with amiability.

An ability to respect the rights and virtues, the qualities of all nations, creeds and races.

The ability to regard the British Empire as a family united by blood, tradition and ambition.

The ability to criticize and admire, to favour that Empire as one would one's own family, not with a sentimental affection, but sincerely and wisely, giving support to quality and censure to inferiority.

An ability to say "No" to British Inferiority; and a British loyalty sufficiently British to acknowledge an inferiority when it is there.

This is my idea of being loyal to my country; and to my fellowmen, for he who is a traitor to his principles, which are just to all races, creeds and nations, cannot be loyal in the true interpretation of loyalty to his own people.

Ray Presents

RECENTLY I received a letter from Walter H. Golding, Manager of the Imperial Theatre, Saint John, N. B. I am always happy to hear from exhibitors and our trade across Canada, for it demonstrates that after all, Time and Space are only instruments of service which mankind utilizes to suit its needs; and that there is in reality no Space, nor Time in the oneness of all things.

Keeping in weekly contact with theatre owners across Canada in our weekly talks in The Digest; and in our various communications from them, helps to eliminate that separateness which we as mortals have made in the use to which we have placed Time and Space.

HOWEVER, it looks as if we are plunging into deep waters, growing philosophical, God forbid, when it is our very plain duty to stick to motion pictures and to news value.

IN BRINGING Time and Space into a discussion of Walter Golding, we may find that the discussion we were perilously on the verge of elaborating on, is a consistent and logical preface to the news value we are about to disclose since it "rides through the air" upon Radio, our modernized version of the Greeks' "Wings of Mercury."

But let me quote from Mr. Golding's letter, there is plenty therein which furnishes both news and thought for an Industry which is alive with news and has learned the necessity for much thought.

"A SHORT TIME AGO I was approached by an enterprising young wholesaler in Saint John to know if Imperial Theatre would cooperate in establishing a local radio broadcasting station by furnishing facilities in its building. Being a Maritime provincialist myself and at once visualizing the community benefits of a 'home base' radio with which to reach the household element of people on all subjects of mutual interest and benefit, I presented the proposition to my chief executives in New York."

"After considerable debate, the matter was finally left to the last court of judgment in our Keith-Albee empire of showdom, Mr. E. F. Albee himself. It was characteristic of our chief's futuristic willingness and appreciation of human nature—not forgetting his willingness to be a real citizen wherever his interests are located — to receive a telegram from Palm Beach instructing me to go ahead with my scheme as outlined."

"SO ON Wednesday night of the week Station CFBO, controlled and operated by C. A. Munro, Ltd., with the co-operation of Imperial Theatre, was opened with due formality in richly-furnished and modernly-equipped Marconi studios atop Imperial Theatre building. Antenna towers rival our flag poles and everything about the station is sparkling new and mechanically the last word. The Premier of New Brunswick, Mayor of Saint John, Chief Trade Commissioner, a veteran radio inventor, local newspaper chief and others took part in the opening aerial ceremonies. Imperial Theatre orchestra and organ were broadcast by remote control switches from the auditorium and it was a novelty to listeners at a distance of over 200 miles in the three Provinces of eastern Canada and the adjoining State of Maine, to hear Imperial patrons shrieking with laughter at a comedy offering. (How the press sheet dopesters would like to get hold of a new idea like this in proclaiming their funny films!)"

"It has fallen to my lot as manager of the theatre to have charge of the programs going forth from Station CFBO and we lined up speakers for St. Patrick's Day, on the civic plans for beautifying the public places, local Health and Council officials on the spring clean-up drive, the Board of Trade's scheme to eliminate unsightly things about town, broadcasting the opening of the salmon fishing season in May, weather reports to people engaged in coast-wise pursuits, digests of late news for rural listeners, chain of Sunday services for shut-ins and bedside radio in hospitals, co-operation with Protestant, Catholic and Jewish welfare bodies in carrying out their annual drives and various other communal efforts are to be assisted."

INDEED, Station CFBO is to preach the evangel of community happiness and broad Canadianism. It will be a factor in interlocking and co-ordinating all worthwhile efforts and over 500 messages received the opening night indicated a joyous welcome for the project. The program will be *exclusively Canadian and always pro-British.* In justice to C. A. Munro, Ltd., it may be said he has given the free use of the Station to the announcement of Imperial Theatre attractions as a mark of appreciation for the theatre's co-operation, but he may be assured the privilege will not be abused. To reduce such a utility to an advertising hack would soon kill its value. I am rather of the opinion that again the Maritime Provinces takes the lead in Canada in having a radio Station in its leading theatre. We claimed a similar distinction 20 years ago in establishing a 10-piece orchestra to play the old tme picture show."

"I apologize for the length of this communication. The bit of news, I think, is too good to withhold, even though there may be some slight delicacy in taste in mentioning our own house. The Imperial Theatre, Saint John, is the Keith-Albee eastern outpost, devoted exclusively to pictures, music and occasional concertized attractions incidental to its screen bill. In this regard it still belongs to the fundamentalists of the picture game."

AND "THAT'S THAT" as they say in the classics; and now, if I might suggest to Mr. Golding, it may be an excellent plan to occasionally let the public know through this medium "what is right with the movies," and to give the public an idea of what a Canadian Moving Picture Industry means to Canada as an industrial, artistic, recreational means of service, what employment it furnishes and its standing in the realm of finance.

It might be interesting to select ten of our pictures; and outline briefly the moral in the story of each of them. Those who are so interested in clipping the Wings of our Enterprise, through misdirected legislation may through this means discover that their time might be more profitably directed, and that motion pictures having found its feet, is quite capable of uplifting its Titanic head to the realm of the skies, which interpreted in more prosaic prose, simply means that this Industry is getting down to the business of operating as a permanent, progressive business, and that being essentially a recreational enterprise, our success depends upon furnishing wholesome amusement.

THAT we enter various other realms and take unto ourselves artistic, educational, community service attributes has the same relationship to us as oil through Rockfeller has to scientific research and philanthropy, or steel to Carnegie Libraries.

We are the instruments through which a large service to humanity can be given. We are and have given this service, we will give this service; and since we are made up of a people who are

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Toronto Theatres

UPTOWN — "Speedy," with Harold Lloyd — Paramount. Class A Comedy and all that its name implies. Stunts unique and a very solid kind of a story for a comedy which creates an interest of its own. New York in the days when the last horse car was ready to pass out of the picture; and the horse pensioned off to spend its days in that happy-hunting ground, a nice green pasture, as a reward for long and faithful service. There is the excitement of "Dad" losing his one-horse track concession through a failure to operate his car once during twenty-four hours. This failure arises through the manipulations of a gang hired to get the track away from "Dad" through "fair means or foul," since "Dad" is not willing to sell his track to some financiers for a "mere song." Incidentally "Speedy" raises Dad's figures from $10,000 to $70,000 when he learns of a big deal going through providing certain concessions can be secured, "Dad's Track" among the rights desirable. "Speedy" runs the car, after various vicissitudes; and wins for Dad a fortune and for himself "Dad's" one and only child and heiress. "Speedy" is one of Harold Lloyd's best. Full of action, laughs and thrills. Excellent entertainment; and the kind of box-office product which gladdens the hearts of exhibitors.

TIVOLI — "Speedy," with Harold Lloyd—Paramount. Class A. Exploited by Tom Daley for Uptown and Tivoli "Speedy" broke all records at both houses. The crowds were a tonic.

SHEA'S HIPPODROME—"Finders Keepers," with Laura La Plante—Universal. Class B plus. A most delightful and amusing comedy. Mary Roberts Rinehart gave the star excellent material which Wesley Ruggles directed to perfection. Laura La Plante is so pretty and so full of magnetic personality, plus ability that her pictures always go over; and when she is furnished with quality material, such as this picture offers, the results present entertainment which should please everyone. Our heroine is the daughter of a colonel who falls in love with one of his officers. The plot thickens when another officer, under the same command loves our heroine also; and the fun waxes fast and merry when the charming lady attired in a soldier's uniform finds it difficut to hang on to her borrowed and ill-fitting trousers.

Ray Presents

(Continued from Page 6)

generously inclined, impulsive and warmhearted in their charities and philanthropies, since we are the offshoots of the "strolling players" of the world, the offspring of Life's oldest Art, the Drama, we will forever be conceiving and formulating plans whereby we can serve our public.

EDUCATIONAL some time ago offered $25.00 to the holder of a lucky number. The exhibitors were requested to send in a coupon published in The Digest, which had printed thereon a number, perhaps your lucky number which will win for you $25.00, not in trade, promise, but $25.00 in cash. I know of no easier way to pick up $25.00. Have you sent your coupon in? All coupons must reach the office of Mr. Hanson of Canadian Educational Films, Limited, 277 Victoria St., Toronto, by noon of April 24th, when this offer ceases and the lucky number will be drawn.

Pathe News Scoop Fitmaurice Arrival at Seven Islands Tuesday

All the New York dailies gave credit to the marvellous Pathe News scoop which caught Fitzmaurice's arrival at Seven Islands Tuesday. The pictures were shown at the Uptown Theatre in Toronto on Friday, April 20th. The Pathe cameraman, Tommy Hogan, and Lieutenant Robert S. Fogg, had to overcome innumerable difficulties in order to catch Fitzmaurice's arrival as they did. Seven Islands is the first spot where Fitzmaurice landed after leaving the Bremen and the other members of the crew on his way to Murray Bay where he expected to get the necessary parts to make the repairs.

Coming

"Wild Geese"

Theatre Ad Mat Service Being Introduced Into Canada

S. S. Neal, general sales manager of the Theatre Ad Mat Service, Inc., was in town this week organizing this territory.

This Ad Mat Service is a great thing. That it is being welcomed by theatre circuits throughout the country is not surprising. The surprising thing about it is, however, that it has taken so long in coming to the Motion Picture Industry. It was only introduced into the country about four months ago and now progressive theatres are all enthusiastically using it. Practically all other industries have been using ad mats in both their wholesale and retail advertising for years.

The company issues a supply of mats each month, which are mailed to the subscriber along with a manual containing reproductions of each mat, name, slug, border design, etc., included in the issues. The material covers mat designs for program illustrations, occasionally a window card design, and material for hand bills, as well as newspaper layouts, though of course the emphasis is on the latter.

The service, of course, is made exclusive to one theatre in town. The company has a plan which provides two different services, but the distinction is simply to differentiate between the large theatre in a town with a daily paper and the house located where there is only a weekly or semi-weekly newspaper.

The layouts are gotten up in mat form. The user simply selects the layout he thinks suitable to the feature or the show he is to advertise and inserts his copy in the spaces or mortices provided for that purpose, and sends it to his newspaper.

In Canada this service has already been applied for by Keith, Ottawa; Loew's, Toronto; and Imperial, Montreal.

Daylight Saving Goes Through for Montreal

It never rains but it pours in the case of the exhibitors of Montreal, Quebec. Following the passing of the Quebec law prohibiting the admission of all children to theatres; the scrap over Sunday shows; the adoption of a law providing for the censoring of all theatre posters for the Province of Quebec and other rules and regulations, the ratepayers of Montreal formally approved Daylight Saving in the recent civic elections. This is the first time that a vote on Daylight Saving had ever been taken in Canada's largest city and the referendum carried by a large majority.

Widow of Marcus Loew Gives $5,000 to N.V.A.

Mrs. Caroline Loew Adds to Fund Raised for Sanatorium

Mrs. Caroline Loew, widow of the late Marcus Loew, sends her check for $5,000 to be added to the fund raised during the N. V. A. Week, in aid of the sick and benefit fund of the National Vaudeville Artists organization. The gift was offered in memory of her husband who, in past ears, was an active and generous factor in these campaigns in behalf of the ill, aged and unfortunate members of the theatrical profession. It is added to the sum now required for the completion of the new N. V. A. Adirondack Lodge at Lake Saranac for the care and cure of tubercular patients of all branches of the profession, a fine contribution to a worthy cause.

But this gift from the widow of a former great manager, employer, of vaudeville, to a project most precious to the artists, employees, of vaudeville, is most significant as illustrating the great and pervasive spirit of fraternity, mutual esteem and helpfulness which has come to distinguish the relationship between all the people devoted to this form of American stage entertainment. It is another token of the harmony amounting to brotherhood which is so strong, so enduring, so distinctive of vaudeville. Marcus Loew was devoted to the artists and their most worthy ambitions; his widow commemorates his services to the profession by carrying on his most cherished work of philanthropy.

That would seem to be the true spirit which energizes and directs the entire institution of vaudeville. And it is worth noting here that the entire amusement-loving public of the United States and Canada seem to understand, approve and encourage this spirit of helpfulness and sympathy which unites the managers and artists, the employers and employees of vaudeville. Mrs. Loew's gift, the loyal motive which inspired it and the deep meaning which attaches to it, are characteristic of the men and women, singly and collectively, who have succeeded in making their profession honored and beloved for deeds worth while. It is pleasant to note that a tablet in recognition of Mrs. Loew's fine testimonial to her late husband's memory will be placed at the new sanatorium at Saranac to remain there in perpetuity as a reminder of her splendid generosity and of the spirit of encouragement and co-operation which was always characteristic of Marcus Loew.

Official announcement is made by Universal that Mary Philbin will play the title role in "The Girl on the Barge" by Rupert Hughes. Edward Sloman, who made "We Americans" and "The Foreign Legion," will direct, and it is altogether possible that the director and his star will make many of the scenes on the Erie Canal.

Kershaw's Tivoli, Winnipeg Building Public Favour

Raymond Kershaw, who built the Tivoli Theatre, on Maryland Street, Winnipeg, and who had to withstand the protests of a number of the residents of the district against its erection on a site opposite Westminster Church, states that the theatre is doing a very large business and all opposition to its presence has vanished. The Tivoli cost $75,000.

Carl Laemmle, Jr. hos been assigned by his father, president of Universal Pictures Corporation, to supervise "The Last Warning," in which Laura La Plante is to be starred and which Paul Leni will direct.

WANTED

FILM EDITOR (Male) $2,520, for the Canadian Motion Picture Bureau, Department of Trade and Commerce, Ottawa. Candidates must have at least two years' experience in film editing; thorough knowledge of methods of depicting industrial production processes; must have ability to supervise field work. Applications, obtainable at Post Office, must be filed with the Secretary, Civil Service Commission, Ottawa, not later than May 3, 1928. Candidates must submit samples of work.

Announcing the Celco Mazda Unit

The Mazda Lamp to replace the Arc is now coming into such general use that we have designed and are building, for the most part, in our own plant our Celco Mazda Unit. In designing our Unit, we tried, and believe we have succeeded, to produce a Unit that is perfect in every possible respect. Our Unit is simple but sturdy, easy of adjustment and operation, and extremely efficient.

LAMPHOUSE—Blued steel, ample size, neat design, fully ventilated, doors on both sides.

CONDENSERS—B. & L. Cinephors, special for Mazda, in machined cast iron mounts, easily removable.

REFLECTOR—B. & L. Cinephor, 5¼" special for Mazda, in three-spring cradle, instantly removeable.

SOCKET—Mogul Porcelain Receptacle, swivel mounted on male half of 30 ampere slip stage connector, simple, instantly removable, trouble proof, and inexpensive in case of repairs.

LAMPS—600 or 900 watt 30 volt Projection, the Transformer handling either one without adjustment.

TRANSFORMER—Jefferson Special with Jewell Ammeter mounted thereon, for front booth wall mounting. Guaranteed, cool and quiet in use, two snap switches give full control of amperage and bulb.

SUB-BASES—According to order for Motiograph, Powers 6A or 6B or Simplex Projectors.

SLIDE CARRIER—Drop slide type. Push lamphouse over and show slides instantly as usual.

ADJUSTMENTS—Six handles at rear of lamphous give, by rack and pinion, independent adjustment of either bulb or reflector up and down, back or forward or sideways. Pinhole in dowser.

FINISH—Natural blued steel, baked on black enamel, nickle plated rods, and polished aluminum handles.

OPERATION—We recommend for throws up to 100 feet, picture not over 10 6" x 14. Users say, however, up to 12 x 16. Light is even all over sheet, brilliant, constant and flickerless. No adjusting, no carbon fumes, no dark corners. For 110 volts 25 or 60 cycles, or 30 volt D.C. plant. Enormous current saving over arc, the 900 watt lamp draws 9 amperes from lighting circuit. Power circut eliminated. Lamps rated at 100 hours life, we calculate they equal carbon costs at 80 hours, and our records show 150 hours average life. The use of good lenses, the Rorr or Gundlach No. 2, and a Gold Fibre Screen are necessary for finest results.

PRICE—Lamphouse with Base, Condensers, Reflector, Cables, Two Quick Change Sockets and One Bulb.....$175.00
Jefferson Special Transformer with Jewell Ammeter for wall mounting 75.00

Get in on Mazda Operation NOW! Everybody's Doing It! Why Not You?

THE COLEMAN ELECTRIC Co. - 258 Victoria St. - Toronto, Ont.

Canada's Leading Theatre Supply House

Theatre Decoration

is next in importance to good pictures. You will get "bigger houses" if the public find in your Theatre that harmonious atmosphere of restfulness necessary for complete relaxation. Entrust the decoration of your Theatre to

J. O. DOUGALL

Theatre Decorating Specialist

292 Borden St.—TRinity 3794—Toronto

DIGEST EDITORIAL

(Continued from Page 5)

knocking a hole into the whole of the Canadian Film Industry.

Exhibitors, who should be directing their attention to the public in relationship to its patronage of Motion Pictures, are kept busy fighting and worrying about proposed drastic legislation in connection with Motion Pictures.

Canadian exhibitors are worried about this anti-American Film propaganda, directed against the product which they are endeavoring to sell to the public.

British anti-American Film Propaganda is destroying an Enterprise in Canada which it is not in a position to replace.

Aside from the facts governing the Industry directly, I believe that our press should be ashamed of itself in lending its editorial space to such propaganda which it cannot possibly believe, and which it must see is being used simply as a means of winning a Trade War. Is this an indication of the power of the pen?

It is not my idea of being sportsmanlike, of being a Britisher to stir up national or racial hatred in order to secure Trade.

If such is the principles which are considered Fair Play in business, lead me to the desert, where no caravan passes, and where God sent his Ravens to feed an Elijah.

It is to the interests of Canada, the British Empire, that the United States, which is "bone of our bone, and flesh of our flesh,' remembers our kinship and our friendships, that we forever and forever remain a united States and Canada, united through those very ideals. which we inherited from the Soul of England. Anti-American Film Propaganda with all its insulting phrases and phases to the people of the United States, is not the kind of propaganda which friendly nations bestow upon each other.

It is a breeder of hate, from hate we have revenge, and from a desire for revenge, War.

I am for its immediate cessation; and I trust that every exhibitor who had direct dealing with his newspaper will call upon the editor of that paper; and request him to refrain from disparaging product which is simultaneously being advertised in his publication in order to attract a patronage.

It might be advisable to point out how often this Anti-American Film Propaganda is being quoted in introducing legislation detrimental to the development of an important Canadian Film Industry; and besides it is such a waste of money to advertise a product which the paper editorially is descrediting.

It would be much more businesslike for the exhibitors to use some other means of reaching their public. Even a very dull-witted editor will be able to see the soundness of such an argument.

Ray Lewis

The Rex Theatre, at Raymond, Sask., owned by Brewerton Brothers, was destroyed by fire recently, with a loss of $10,000.

FOR SALE

250 Opera Chairs, Two Simplex Machines, Motor, Generator, Gold Screen and many other items. Will sell enbloc very reasonably. Write

TEMPLE THEATRE,

161 Front St. - Sarnia, Ontario

Captain Frank Badgley Making Picture Survey

The director of the Canadian Government Motion Picture Bureau, Capt. Frank C. Badgley, M.C., has left for England and the Continent on governmental business.

While in Europe he will make a survey of the Motion Picture Industry there and particularly conditions in the United Kingdom under the new Film Quota Act. Another of the purposes of his trip will be to arrange the wider circulation in Great Britain and Europe of films produced by the Canadian Government that have proven so successful in this country and the United States.

It is expected that, while in Europe, Capt. Badgley will also attend the International Educational Film Congress which opens shortly at the Hague, sponsored by the leading visual education organizations in Europe.

Coming

"Wild Geese"

The BASIS of GOOD BOX OFFICE Management
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Round About the Studios

Marceline Day, lovely Metro-Goldwyn-Mayer player, has the feminine lead in Lon Chaney's latest, "The Big City."

After a month's stay in the Hawaiian Islands, Laura La Plante, Universal star, has returned to the United States. She is now in Los Angeles where preparations are going forward on her next starring vehicle, "The Husband Hunt," from the story "The Man Disturber" by Fred and Fanny Hatton. Wesley Ruggles will direct it.

Constance Talmadge's first United Artists Picture will be "East of the Setting Sun," an adaptation from the George Barr McCutcheon story. Sidney Franklin will direct.

As a result of his superb performance in "Ladies Preferred," the new Educational-Mermaid Comedy which he recently completed, pre-view critics are now pointing to Jerry Drew, star of the picture, as one of the outstanding stars in two-reel comedies.

Clara Bow, at present enjoying a short vacation before beginning "Ladies of the Mob," has already been assigned a second vehicle. "The Fleet's In" has been selected as a title for the picture, to be made from an original screen story. Malcolm St. Clair will direct.

In serial form the Edgar Rice Burroughs story, "Jungle Tales of Tarzan," will be shown as "Tarzan the Mighty." It will be Universal's lead-off serial and there is a great rush on amongst the mighty men of Los Angeles to play Tarzan.

So intensely thrilling are the actual motion pictures of the great conflict still raging in China which were included in the No. 62 issue of Metro-Goldwyn-Mayer News that the Palace Theatre of Washington, D. C., held over this sequence for second week. This is a remarkable tribute to a remarkable newsreel subject, and as well a tribute to the showmanship of the management of the Palace Theatre.

The Hal Roach lot has the golf bug. Leo McCarey, supervising director and vice-president, recently suffered an illness of overwork. The very expensive doctor advised golf. The result was that he infected the rest of the crowd, so immediately a golf picture was laid out. The sensational Roach comedy team, Stan Laurel and Oliver Hardy, were the favored players and brightly attired in outlandish golfing togs, they are now doing their stuff. The picture, as yet untitled, will of course be released by Metro-Goldwyn-Mayer.

Are Tom Mix and Tony heroes to the children of the West?

Judging from the enormous crowd of youngsters and grownups that gathered at the Denver Post and at the Union Station on Saturday morning to welcome the FBO star to Denver, they "ain't nuthn' else but!"

The reception to the movie star and his horse, Tony, who begins their tour of the Keith-Albee-Orpheum houses in Denver, was a riot. Nothing like it was even seen in the city of Denver, and probably never will be seen again. Tom Mix says he will remember it to his dying day! And even Tony seemed to realize what the hubbub was all about and showed his delight and appreciation in horse fashion.

Many scenes in the forthcoming Rod La Rocque feature "Hold 'Em Yale" were filmed at the Yale Bowl, and on the grounds of the college.

Esther Ralston will play a girl evangelist in her next Paramount picture, titled "The Sawdust Paradise." An original story by George Manker Watters, author of "Burlesque" is the basis for the new film. Watters and Louise Long are collaborating on the continuity.

Luther Reed has been assigned to direct.

William Boyd will again be seen shortly, this time as a rookie in "The Cop" his latest Pathe feature made at the DeMille studios.

Two original stories have just been bought by Universal for Glenn Tryon, that company's comedy star. They are "Leave It To Me," by Carl Krusada, and "Making the Grade" by John Foley. No director has been chosen for the forthcoming comedies.

Appearing before the camera for the first time in several months, Thomas Meighan has begun production of his film version of "The Racket," Broadway stage success of the past season. Paramount will release the picture.

Four snappy titles have been chosen for Reginald Denny's use next season. They are "The Night Bird," "Red Hot Speed," "His Lucky Day" and "Partners for the Night." Fred Newmeyer will be the official Denny director.

Edgar Kennedy, favorite character comedian, has been signed to a long term contract by the Hal Roach Studios, according an announcement by Leo McCarey, supervising director and a vice-president of that concern.

John Burke, former vaudeville headliner, will soon be on the Mack Sennett lot, working on Pathe comedies.

Vaudeville's own Sanatorium, now being constructed by National Vaudeville Artists, at Saranac Lake, New York. It will provide for the care and treatment of 100 patients and will be opened in June, 1929.

Pathe News **Pathe Review** **Aesop's Fables**

Short Subjects Are More Important Than Ever In The Summer Months--

The sure way to coax patrons into your theatre during warm weather is to assure them they will be entertained with hearty laughs and light short features. "Heavy stuff" will drive them away. So here's where your big assets are

Mack Sennett Comedies

Guaranteed to make people forget warm weather and to furnish laugh after laugh during the unfolding of the light plot by casts of comedians who are public favorites. Add to this a

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and one or two of the well known Pathe Single Reel Subjects and you are providing a program which will bring business to your theatre irrespective of weather conditions. Get in touch with us in regard to this and you will be surprised at the favorable proposition we can make you.

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Laughable twists with breath-taking situations

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Thrilling
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TERRORIZED
by a snarling bandit who coveted her, she fled to the arms of the man she loved for protection, while he —

A thrilling screen story of war and banditry in Greece—a love romance of poignant appeal—a tremendous theme superbly visualized.

Rod La Rocque

in

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With LUPE VELEZ and WARNER OLAND
A DONALD CRISP Production

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